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MAY 1949



National Home Demonstration
Week . . . May 1-7, 1949

The Cover Girls

• Setting the pace for this special Home Demonstration Week issue on the front cover is Minnesota's Betty Schueiter, representing some 3,300 other home demonstration agents whose conscientious and often inspired efforts are helping to build today's homes for a better tomorrow. Betty is an experienced cover girl, having been featured in the Minnesota home demonstration leaflet, *A Career for You*.

The Back Cover

• Margaret R. Svoboda, home demonstration agent in Roanoke County, Va., is shown with one of her 4-H girls, Patricia Johnston. This picture seems to illustrate the relationship which makes a girl study home economics and want to be a home demonstration agent.

Next Month

Another special issue will come to you, this one to be on visual aids as a tool in extension teaching. More than 17 county agents have reported on their experiences with a wide variety of visual aids. For example: New York's C. L. Messer tells about his best exhibit; Colorado's Guy L. Robbins tells how he uses movies to advantage; Oklahoma's Fred Huffine recommends working models; Minnesota's J. I. Swedberg and Royal Anderson join with Pennsylvania's Russell M. Smith to argue the economy of 2 by 2 slides.

Slides seem to be the backbone of the agents' visual program. As expressed by Illinois' J. B. Turner, "One slide is worth more than a page of notes." George A. Mullendore of Mississippi lets a series of slides report his activities to the county.

The expanded issue of 24 pages will not hold all the good articles submitted for the June issue. Some will be held over for later numbers. If you need some ideas on visual aids, watch for the next issue.

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LESTER A. SCHLUP, *Chief*

CLARA BAILEY ACKERMAN, *Editor*

DOROTHY L. BIGELOW, *Associate Editor*

GERTRUDE L. POWER, *Art Editor*

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Women of the World

Find a Common Bond

HOME demonstration clubs in every part of the Nation are taking the lead in seeking a path to international understanding. This has been shown in many ways during the past year and is highlighted during Home Demonstration Week. Idaho celebrated the week last year with international fiestas.

World affairs meetings in Kansas have been successfully conducted in all parts of the State by leaders trained to conduct such discussions. They have explored such subjects as international health, United Nations organizations, and special agencies of the United Nations, such as UNESCO and FAO. The National Home Demonstration Council, with 700 delegates meeting in Tulsa, Okla., last year, voted to emphasize a study of the United Nations organizations this year.

About 100 Connecticut local leaders last March visited United Nations headquarters at Lake Success. With advance study and a briefing by experts just before they started, the women felt they learned a great deal from this trip and went back to their counties to organize similar trips for other rural women. Homemakers in New York, New Jersey, Vermont, and Delaware have also taken advantage of their proximity to visit the United Nations.

Other States, such as South Dakota and Nebraska, have raised money to bring a woman from foreign lands to their university for a year of study. A German woman has just arrived in North Dakota, and you can be sure home demonstration clubwomen will make it a point to get acquainted with her. Nebraska has the funds to bring a Chinese woman there as soon as arrangements can be made. The International Relations Committee of the West Virginia Farm Women's Council is working on the project of bringing a foreign student (probably a German woman) to their university for study. Farm women's clubs are now raising funds to finance the trip.



The world does not seem so big when you can talk over common problems with women from the other side of the globe. Here Doctor Woot Wu, from China, now working in the Bureau of Human Nutrition and Home Economics of the Department of Agriculture, Erika Gittinger, one of two German women sent over by the Military Government to study home demonstration work in the United States, and Mena Hogan, field agent, home demonstration work in the Southern States, have just such an opportunity.

Maryland and Virginia women entertained at a Thanksgiving dinner official delegates from the Foreign Agricultural Organization meeting last fall. Foreign officials from all over the world experienced a cherished American tradition by eating a Thanksgiving dinner. Informal comments the next day at the International meeting proved this to have been a revelation on the American home.

Foreign women who have visited home demonstration clubs this year have had a strenuous time trying to work in all the invitations and opportunities offered them by eager rural women in the United States.

The 80 rural women who attended the Amsterdam meeting of the American Country Women of the World in 1947 have been working early and late passing on the inspiration toward international understanding received at that meeting. Thou-

sands of talks have been given and articles written on their experiences there. Perhaps it is because of this contact that such Dutch women as Mrs. Oud and Mrs. Boissevain decided to come to America and see for themselves.

The many students from Sweden, Denmark, South America, China, India, and other countries who have visited county and State extension offices have been enthusiastically received at meetings and in the homes.

Letters from "pen pals" and correspondence with individuals and families in Europe are passed around through news letters. Beatrice Judkins, the new home demonstration leader in New Hampshire, formerly home demonstration agent in Merrimack County, found that these letters had a high reading score and so always tried to include at least one in her regular newsletter to homemakers.

Local Leaders Teach TAILORING

BUSY shears, industriously snipping away at making clothing in Oklahoma farm homes, have cut the cost of tailored coats and suits in half. To the thousands of home demonstration club members and 4-H Club girls involved this represents a tremendous saving.

The tailoring of coats and suits is an important part of the Oklahoma extension clothing program. Largely through tailoring training schools many farm housewives in Oklahoma, or their 4-H Club daughters, turn out beautifully done garments which equal the tailored numbers with exclusive labels, and actually excel them in dollar-for-dollar value.

Tailoring at the Cross Roads

The difficult task of getting instruction on tailoring out to scores of communities and crossroads meeting places in each of the State's 77 counties has been approached most enthusiastically—and successfully—by the extension clothing specialists at Oklahoma A. & M. College. These specialists first hold training schools in tailoring for the home demonstration

agents. The agents in turn hold local leader training schools. Then the local leaders present the tailoring work to home demonstration club members and to women in unorganized communities.

In Payne County 30 women and girls participated in the tailoring training school given by the home demonstration agent, Jeffie Thompson, thus multiplying by 30 times the scope and effectiveness of the program had the agent attempted to handle it alone.

Perhaps the carry-over of local leaders in tailoring can best be told by using a specific local home demonstration club, such as Payne Center, in Payne County. The three women who participated in the tailoring work from this home demonstration club presented the tailoring demonstrations to their 14 home demonstration club members. Seventeen coats and suits have been made or are in the process of being completed. Aside from this work in their own group, each member of the Payne Center home demonstration club provides guidance to older 4-H Club girls in the tailoring work they carry on in their Pleasant View club.

These 14 women report that the average cost of material for the suits they have made was \$21.40, coats \$14.09. By tailoring these coats at home they estimate they have saved more than half the cost of a ready-made garment of comparable quality material and workmanship. A glance in any of the women's shop windows at price tags adorning some of the smarter garments prove this estimate to be on the conservative side.

Nearly 5,000 Suits and Coats Tailored

Over the State as a whole, the "new look" is becoming more and more obvious, thanks to an ever-growing interest on the part of farm people, and a program that teaches them how to be well dressed at moderate cost. In Oklahoma last year there were 4,951 coats and suits made by tailoring demonstrators.

In addition to tailoring garments for themselves and other family members, tailoring demonstrators have assisted 3,878 other families with tailoring problems.



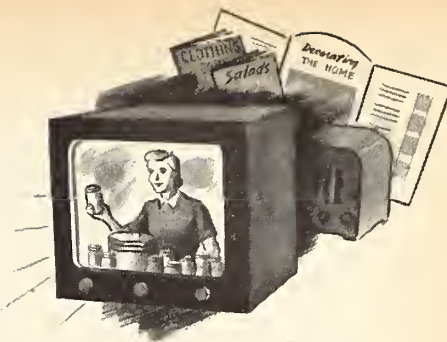
Payne Center Home Demonstration Club members at work tailoring suits and coats with the help of a trained local leader.



The Extension clothing specialist, Ola Armstrong, conducts a tailoring refresher school for home demonstration agents.

TELEVISION and the Home Economist

GERALDINE G. ORRELL, Housing Specialist, Bureau of Human Nutrition and Home Economics, Division of Housing and Household Equipment, A. R. C., formerly Home Demonstration Agent in Arkansas



TELEVISION is technology's newest and most powerful medium for mass entertainment and information.

Programs suited to the various interests of the video public are evolving, spurred by the competition of sponsors.

Television is the only means of mass communication able to fully utilize the principles of the method demonstration in presenting ideas—be they dance routine, review of modern art, or the tossing of a salad.

And the method demonstration is conceded to be a most effective way of conveying ideas. It is the basic method used by more than 11,000 trained workers in the U. S. Department of Agriculture's Extension Service reaching every county in the Nation. That industry has used the same method with equal success is attested by no less than Kaiser's mammoth shipbuilding concern.

Perhaps home demonstration agents have in television an additional opportunity for service. Certainly they have some special qualifications for using this medium: They are resourceful in developing programs; they have had to master the skills and techniques needed in presenting their ideas to get and hold their audiences; and they have learned to visualize their audience reaction. Their duties have taken them into thousands of homes where they have used the same facilities as the homemaker in showing groups improved homemaking practices.

Thus the home demonstration agent knows how people live and have their being. She knows their hopes, aspirations, and foibles.

The video audience is voluntary. Likewise, the home demonstration agent's audience has always been voluntary. She has had to present her ideas in new and stimulating ways. By professional improvement, a receptive mind, and the hard route of experience she has learned how to (1) analyze failures, (2) mend weaknesses, and (3) make her work effectual. Her influence and value are based on the ideas she has to offer and manner of presenting them, yet the proportion and constancy of her following is astounding. Through organized groups, she is able to achieve in a measure the sublime goal of bringing initial understanding and respect among those of diverse backgrounds.

She Has Had Experience

Her experience includes the actual use of newspapers, magazines, posters, special exhibits, plays, radio, documentary films, and technical and nontechnical bulletins in transmitting ideas.

She knows something of how to ascertain audience interest and to ferret out reliable, pertinent material. She can also present dry research findings entertainingly and with simplicity, clarity, and even grace. She has had wide experience in developing programs suited to the needs of the people.

The consumer is of importance in all kinds of advertising. And television programs rely on sponsor support. But the voice of the consumer is not always heard above the clamor of conflicting interests and forces. The home demonstration agent can understand the consumers' interests

and use the resources of research and education in organizing television programs.

Home economics as a profession is 80 years old. Television is new. Thus home economics has years of experience to give to television.

Business people do not always realize the abilities of a home economist. Frequently they have the notion that home economics is a sort of bookish way to cook and sew.

Home economists, too, have, perhaps, not seen the challenge of the newness and completeness of television as a means of presenting ideas. And home demonstration agents may have been so busy in their uncrowded profession to note in television the similarity in the demands on the workers in developing and presenting programs. These are mutual faults that may be overcome to the benefit of business, home economics, and the video public.

Television may well look to home economists to serve as homemaking commentators, script writers, researchers, or consultants. Their contribution may be either in front of the screen or behind the scenes.

The possible variety of television programs is too long to try to conjecture. The home economists with the "plus" of extension experience should have the peculiar abilities needed to develop the types of programs that are desirable.

As a former home demonstration agent, I feel that the homemaking lore of a whole civilization furnishes unlimited source material for video. For example:

1. Assuming that every nationality

(Continued on page 90)

Planning a School Lunch Program in Maine



Adequate school lunches were emphasized as the first goal in many Maine counties as a result of the food forums held in every county during the past 2 years. All interested agencies in the counties cooperated in these forums. Typical of what is being done about the problem is this account of the Rockport school lunch, by John W. Manchester, Assistant Extension Editor, Maine.

THREE women's groups in and near Rockport, Maine, are helping conduct a very successful school lunch program in that coastal town, reports Mrs. Esther Dunham Mayo, home demonstration agent in Knox and Lincoln Counties, Maine. The groups furnish workers, canned goods, and money to help the program, and the Extension Service and officials of the State school lunch program give technical advice.

Serving about 100 boys and girls ranging in age from 6 to 18, the Rockport school lunch program fills a definite and long-felt need. Many of the children attending the grammar and high school in the building are from nearby villages and country districts, and so otherwise would not have a hot lunch. Most of these "commuters," as well as the teachers, now take advantage of the school lunch and enjoy a hot, well-balanced noon meal.

Women cooperating in running the Rockport school lunch program are those of the Simonton's Corner, Rockport, and West Rockport groups. Simonton's Corner group gave \$200 to supplement the \$2,200 contributed by the town of Rockport. The Rockport group bought some of the equipment needed and also furnishes money to pay for lunches for underprivileged children. The West Rockport women gave a special supper with all the proceeds going to the school lunch program. All three groups have donated money and equipment, and two of the groups furnish volunteer women to help do the school lunch work each day.

Mrs. William Frye of Rockville is the only full-time paid worker in the school lunch crew. She plans the menus and does the buying of food, as well as directing its preparation and serving and the clean-up of dishes and utensils that follows.

The groups send two different women each day to help with the work in the kitchen. Several senior-high-school girls are hired to help serve and clean up afterwards. Mrs. Marion Richards, secretary at the high school, does the bookkeeping for the lunch program.

Mrs. Frye arrives at the school at 7:30 or 8 each morning and gets things organized. Then, at 9 o'clock, the women arrive and help prepare the food. Serving starts at 11:30, with grammar school children picking up their trays of food until 11:40. Then the girls serving the trays eat their meals. At 11:50 the high-school pupils get their lunches. By 12 noon the serving has been completed.

The cost to each child for the lunch is only 25 cents. The State of Maine adds 9 cents to this, giving a total of 34 cents to take care of the entire cost of each meal. The use of free surplus foods supplied by the Federal school lunch program helps considerably, as do the many contributions of the three extension club groups.

Lunches served at Rockport are the "type A" school lunch, including 2 ounces of meat, 6 ounces of fruit or vegetables, milk, bread, and oleomargarine.

Rockport's outstanding school lunch program got its start with the help of

Mrs. Mayo, the county home demonstration agent. She and Mrs. Cecil Annis, of the Simonton's Corner group, sparked the development of the program and have kept in touch with it. The first meals were served on October 27, 1948, and they have been served every school day since then.

Two other women have made several visits to the Rockport school lunch program and have answered questions and offered suggestions. They are Dr. Kathryn E. Briwa, of Orono, State extension food specialist, and Gertrude Griney of Augusta who has charge of the Maine school lunch program for the State Department of Education.

So cooperation has paid off again. The combination of the three women's groups, the Extension Service, the Federal and State school lunch programs, and the local townspeople and school authorities has resulted in one of Maine's finest school lunch programs. Rockport can be proud of its school lunch and, best of all, can know that its youngsters are getting good, well-balanced, nutritious meals at low cost.

● The women of Bradford County, Pa., hold their home demonstration agent, **BLANCHE COIT**, in high esteem. At a county meeting on international understanding in December, they presented her with an unusual pair of gloves. In texture, color, and quality, the gloves were first class; but tightly rolled in each finger was a crisp 10-dollar bill. Miss Coit did not discover the bills until after the presentation.

As Rural Women See It

On the occasion of Home Demonstration Week, rural women speak out. These short statements are taken from letters and talks of home demonstration club members, highlighting the values they see in their work.

Tomorrow's World

I THINK we women are not content to learn only how to become better cooks and housekeepers, for our slogan, "Today's Home Builds Tomorrow's World," involves so much more than that; and through our home demonstration clubs we are united in our thoughts and efforts. If tomorrow's world isn't better than today's, it won't be because the rural homemakers of Colorado haven't tried to make it so. We are faced with so many problems, both within and without our homes, so many things need fixing; and our time and energy are so taken up with all the routine work we have to do.

I think in considering tomorrow's world we must consider first the children who will be the citizens of tomorrow's world. What are we doing to make them better adults? Are we encouraging them in their 4-H work? Are we giving them plenty of outside activities that are wholesome? Of course we have always been told that the ideal place to bring up children is on the farm. But I am not

sure that while it is the ideal setting that other things and conditions are also ideal.

In our outside activities we must remember that the world is growing more complex. Let us take an active interest in all that is going on. Let us keep informed so that when the time comes for us to vote this fall we may vote intelligently.—*Mrs. Platt Craig, Colorado.*

Our Agent

Our home demonstration agent has been very active in the health service in the schools. She has checked the eyes, teeth, and gains of the youngsters. Her recommendations of medical service have been of great service to the community. Personally, the agent is an attractive, charming woman who spends more time on her work than we know of. She not only makes mimeographed copies but goes home and makes samples to show us how the finished product looks. She is dependable; any time she says she will help or do something we can depend on its being done. She has style, poise, and friendliness. She has the

ability to size up situations. She is resourceful; and in that we mean that if the program is "ailing," all we have to do is call on a home demonstration agent, and it seems that no matter how short a notice we give her she can bring us interesting, helpful suggestions.—*Edna Patterson, Nevada.*

Never Too Old To Learn

It gives a homemaker a certain satisfaction to make improvements no matter how simple. Things like shifting a piece of furniture, learning a new safety method, a new dish, or a bit of economy, learning to do it the "easy way." Yes, one even gets a little thrill when the man of the house bumps his head on a new gadget (otherwise he wouldn't notice it) or looks suspiciously at a new concoction of food placed before him. He may have to eat most of it because I—well—I just came home from a home demonstration club meeting. My appetite is zero. Long live the club work! May the future homemakers receive still more benefits from these practical demonstrations, and I shall continue to be a loyal supporter and one of these "never too old to learn" persons.—*Mrs. Nellie Kikert, Montana.*

No Place Like Home

There is no limit to our possibilities as homemakers. As home demonstration club members, our aim is always to make our home not only a

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Three Hawaiian home demonstration women of the year were selected and featured at the 1948 Home Demonstration Week on the Islands. At the left is Eleanor Dickie, Home Demonstration Agent, Maui County. There are 150 home demonstration clubs with a total membership of 2,500 women on five Hawaiian Islands. Early this year 36 delegates from these clubs met to organize the Territorial Home Demonstration Council. The constitution states that the object of the new organization is "to encourage education in family living through the Agricultural Extension Service and to cooperate in promoting other educational programs which have for their purpose the development of home and community life; and also to develop understanding toward world peace."



"THERE'S no job I'd rather have," Katherine Staley, home demonstration agent for the last 26 years at Meridian, Miss., told a group of her coworkers at a recent agents' meeting. And then she spoke of the many satisfactions in her work . . . values nonetheless real if somewhat intangible.

"Being on my own, yet with the knowledge that all the resources of the State college are on call.

"Each day a challenge, with the disappointment of other days a thing of the past.

"Each country lane or shady path I take leading to the home of friends.

"Each farm woman and girl looking to me, expecting me to live up to their own high ideal of a home demonstration agent."

As I thought of what Miss Staley had said, I remembered the Chinese proverb, "Fortunate is he who finds in his work not only a way of making a living but a way of life."

Home demonstration agents for the most part are looking on their work much as Miss Staley, as a very good way of life . . . one offering many opportunities for service and for happiness.

Fortunately, this way of life has a great many values which are measurable. Take the matter of offices, for instance.

Although much remains to be done, great progress has been made in the direction of bringing all extension agents together in the same building, in providing kitchen or laboratory space, and in more completely equipping offices with good working equipment.

Admittedly, the office situation is not at all perfect. But one has to go back in the past only a few years to appreciate some of the changes which have come about.

Well do I remember my first day as a home demonstration agent in an Arkansas county 20 years ago. On arrival at the county seat town, I was directed to the courthouse and thence to a cubicle just under the steeple that housed the courthouse clock. The room must have been all of 12 by 12. It was to serve, I soon found out, as the office not only of the county agent but the new home demonstration agent as well! And it was to remain our office for several years.

The Lot of the HOME DEMONSTRATION AGENT . . . Circa 1949

**MENA HOGAN, Field Agent, Home Demonstration Work,
Southern States**



A desk and perhaps three or four chairs discarded from other offices were there. The desk served the two of us. Fortunately it had openings on two sides, so both the county agent and I could sit at it. He, like the generous and cooperative person that he was, saw to it that I also shared the one filing

case the office had.

So what had been "his" filing case became "ours" after he had weeded out his own meager materials to make room for mine.

There was one heading in that filing cabinet I shall never forget. It was labeled "trouble." And it became joint, too, as my own worries piled up on top of his!

We borrowed a mimeograph machine on occasions; and when we wrote circular letters the county agent typed the addresses on the envelopes, and I stuffed them.

Yes, a lot of progress has been made since those days.

Recently I visited several counties where good working conditions do exist. How easy to see what they really can mean to an agent.

All the Durham County, N. C., extension agents are housed together in a beautiful new agricultural building provided by the board of commissioners. Virginia Patrick, county home demonstration agent, and Margaret Umberger, assistant home demonstration agent, each have separate offices; and they share the services of

Vivian Ferrell, their comely and efficient secretary. Just off their offices is a completely equipped demonstration kitchen and small auditorium combined. It is eminently suited for leader training meetings and looked as if it could seat 100 persons comfortably.

On the first floor, Mrs. Estelle Nixon, the Negro home demonstration agent, has her own private office and her own demonstration kitchen equipped much as Miss Patrick's.

A lot of hard work and a good deal of pride is evident in all those offices.

A Laborer Is Worthy of His Hire

A second source of material satisfaction to the home demonstration agent is along salary lines.

Admittedly not yet in line with her responsibilities or her background of training and experience, salaries for white home demonstration agents have increased 62 percent since 1940. The average now stands at \$3,281 in the Nation. As is usually true, however, these average figures do not mean very much. For salaries may vary widely between the States, and even within the States according to the agent's abilities, her length of service, and other factors.

Salaries for Negro home demonstration agents have increased 75 percent since 1940 and now average \$2,402.

Allowances for travel expenses have also increased, although in many instances (as is true for all extension agents) these are inadequate to cover the travel the agent is expected to do. Mostly, as agents have always done, they continue to travel, digging into their own salaries for the deficit.

More and more county commissioners are seeing the importance of the

home demonstration agent being provided with demonstration materials and equipment. Such funds vary all the way from a few dollars to a few hundred. Here, too, is a place where agents have been putting in much of their own pay.

I remember a district home demonstration agent who was always having to remind one agent of the fact that she spent her own money too freely for demonstration equipment.

The agent replied: "I learned a long time ago that you had to put a lot into your work if you got anything out of it; and I guess this applies to money, too."

This self-sacrificing spirit, although to be admired, should not be necessary.

People Look on and Call Her Work Good

A third source of satisfaction to all home demonstration agents is the increased public recognition of her services in the county. Her articles are in demand by the local press, and in many cases her weekly chat with the homemakers is one of the most popular items in the local papers. Some newspapers make a practice of carrying her picture along with the regular chat. Through such means, she greatly expands her influence.

It's a safe bet that if there is a radio station available, she will be broadcasting at least once a week. And the audiences have liked her homey way of talking about them and their problems and the ways they were improving rural living.

Civic groups look to her for leadership in many matters that pertain to rural and urban cooperation. And she serves on many important urban committees. (How she sandwiches them all in is a major mystery!)

Her worth as a local citizen often comes in for attention. Said a prominent businessman in Brown County, Tex., "Maysie Malone has been worth more to this county than any other citizen during these past 25 years." Miss Malone

had that year celebrated her 25 years of service in this one county.

No greater accolades could have been paid the home demonstration agent than last year during National Home Demonstration Week when editorials throughout the country took note of the achievements which had come about in rural living and credited much of it to her. Typical of these was that of the *Evening Herald*, Rock Hill, S. C., which said:

"York County owes a debt of gratitude to the home demonstration agents who through the years have directed the program of activities in their groups . . . Nor is the debt one of the York County women alone. The menfolk and the children share it. So do townfolk. There is a debt, too, to all the women who have taken part in the work of the clubs as members."

Also typical was that of the *Journal and Guide*, Negro Press, Norfolk, Va.:

"The current observance of the National Home Demonstration Week is an appropriate time to pay deserved tribute to a body of women whose many contributions to a better life are too often overlooked and unsung. They are the home demonstration agents. To thousands of rural families and especially rural housewives and girls, they have brought intelligent and consecrated guidance."

Increased prestige in the county is no small reward in itself. Maude Wallace, assistant director in charge of home demonstration work in Virginia, always points out to prospective home demonstration agents: "You will be an important person in the county, on a par with the regular county officials."

As She Grows Older

A fourth source of satisfaction to the home demonstration agent is shared by all extension workers. It's the satisfaction of knowing that as an employee of the United States Government she is eligible for all of its retirement privileges. And this very fact has been no small inducement to prospective workers to come to the Extension Service, although the appeal of security of this kind doesn't mean as much to a person of 20 as to one of 40! Perhaps the greatest effect of the new retirement provision has been to get workers to stay on a few



years longer than they normally might.

What such a retirement provision translated into dollars and cents can mean is illustrated by the following example.

An agent retires at 60 after having served 30 years in the Extension Service. All this service is covered by deposits after August 1, 1920. Her best 5-year average salary is \$3,000. Her annuity, therefore, is \$1,650. (Government formula—1 percent of best 5-year average salary plus \$25, multiplied by years of service.)

Assured of this security for their older years, home demonstration agents have felt freer to spend some of their money now for more comfortable and attractive living.

So, many plans are in the making for new homes.

Visit many an agent, and you'll be shown the lot she's purchased—all in readiness for a house when building costs are more reasonable and in line with what she can afford to spend.

Others have educational trips in the offing. The fact that a 26-day vacation with pay is allowed extension workers in most States encourages really good vacation plans.

Many extension agents are feeling the need of advanced training if they are to keep ahead of the thinking of the leadership in their counties. Evidence of this is seen in the increased number of agents attending graduate schools last year. It is also reflected in the attitude of administrators in encouraging such attendance, even to the point of paying part salaries of agents on leave.

THE BOOK WAGON presented by the home demonstration clubs of Vermont to the State Traveling Library Commission was paid for by contributions from 8,000 Vermont home demonstration clubwomen given over a 2-year period.



Build a Program Around FAO ACHIEVEMENTS

CHARLES E. ROGERS, FAO Educational Relations Officer

Too many programs have been built round what *should* be done by the United Nations and its specialized agencies. Why not build one round what *is now being done*?

For example, the work and the achievements of FAO—the Food and Agriculture Organization of the United Nations. Such a program will certainly interest most farm homemakers, because the content of the FAO program is largely the same as that of the average farm and home or the rural community extended to the world. It consists of such things as better farming and better rural living, security for the home and the family, and building a stable community in which people can live and work in peace.

How can these things be if two out of three members of the family are hungry?

What security for the well-fed, the well-housed, and the well-clothed third of the world so long as the other two-thirds lack the basic essentials of life?

Dividing Up Scarce Food

FAO has provided international machinery for allocating scarce foods and supplies available for export. Since 1946, exporting and importing nations have come to periodic voluntary agreement on quantities each will supply and receive, and they have kept their agreements. The system prevented an unrestricted scramble for food after the war.

Guards Against Farm Surpluses

There has never been enough food in the world to provide everybody with a decent diet. But as every farmer and his wife know to their sorrow, farm surpluses have all too often caused gluts and wrought disaster in farm prices. The Council of FAO keeps the world food situation under constant review, and when a shortage or surplus develops, it informs member governments of the danger.

Member nations then take appropriate action nationally or internationally to prevent the impending disaster.

The recent 56-nation international wheat conference in Washington was called to draft an international arrangement for the orderly marketing of that cereal, at prices fair to producers and consumers alike. FAO advocates international commodity arrangements for other basic products in international trade.

One of FAO's greatest achievements has been in the role of international adviser on food and nutrition, agriculture, forestry, and fisheries. How the "green thumb" of science has been used by FAO in increasing food pro-

duction around the world makes a story all by itself, which could fill a program with colorful and inspiring examples.

FAO has exchanged high-yielding seeds and plants—tea seed from China to Yugoslavia, sweetpotato from Okinawa to the United States, hybrid corn from North America to Europe and the Near East.

It has campaigned against animal diseases—hog cholera in Poland, Teschen disease in Czechoslovakia, rinderpest in Ethiopia and China, bovine tuberculosis in Europe.

It has promoted good use of the world's basic resources—soil erosion

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Hybrid corn seed, 60 bushels of it, went overseas for spring planting in 18 countries of Europe and the Near East. Dr. L. E. Kirk and Elsie Markley of the FAO Agricultural Division fill the 5-pound sacks. This is one of the FAO programs to increase world food supply. Two meetings on hybrid corn breeding have been held in Europe for the benefit of technicians there. The meeting in Rome early this year summarized the results of the 1948 plantings.

Trends in Rural Recreation

Past and Present

ONE of the most fruitful ways of analyzing methods of organization for carrying on recreation programs is by observing its chronological stages of development. This is particularly helpful in rural areas because different communities are in these different stages. Yet the social forces bearing on the situation today are stimulating them all to follow along these similar channels.

Recreation Associated with Work Habits

Historically and culturally in rural America, leisure-time activities have been closely associated with work habits. Work has been repeatedly emphasized as a virtue. This emphasis on the virtue in work was very strong during pioneer days and still is very strong with some people. It is an emphasis which has produced very tangible results in our development as a Nation. It has made possible the carving of a great Nation and a great world power out of a wilderness in a relatively short time. But with many people this idea has left little or no place for leisure. It was Poor Richard's Almanac, one of the most widely read publications of pioneer days, that said, "Idleness is the devil's workshop." Idleness was then used almost synonymously with leisure. This emphasis was so great that some rural people I know today have to apologize to their neighbors for taking a day off.

This first stage in the development of recreation associated it very closely with work habits. It was the day of the barn raising and the husking bee. It was the period of mutual aid when farmers helped their less fortunate neighbor get in his crops and the women of the neighborhood took turns sitting up with someone who was ill. It was the day when men hunted and fished for food and when women got together to tie a quilt or even to do the family sewing. You can easily see why a farmer would go over on a winter evening to talk with his neighbor about his crops and stay for a friendly

game of cards. It was part of the reason why the agricultural fair started out as a popular educational enterprise and gradually became more and more of a recreational outing.

Rural people found that they could achieve some satisfactions for themselves and obtain the approval of other people at the same time by associating their play with their work. They had to, as there was so much work to do. As we look back upon this emphasis, it is obvious that the associating of work with recreation was an important stage in the development of recreation. Some people and some groups are still in this stage or just emerging from it.

Recreation as a Function of Organizations

A second stage in the development of a concern for recreation in rural communities has been as a function of organization and group life. This is the stage in which most rural areas and small communities find themselves today. It is the volunteer recreation leader stage.

This stage really divides into two periods. The first of these was when rural social life tended to be centered in the church and school. These were the days when a part of the teacher's recognized job was to provide leadership for the total school district, and usually the teacher lived in the district. These were the days of the spelling bee and of the geography and arithmetic match participated in by parents and children together. They were the days of the school social center or of the school-centered community club or farmers' club.

Along with this concern on the part of the school to serve as a social center came a concern on the part of the church to likewise serve the social needs of its constituency—and particularly the young people. This was at least partly motivated by a desire on the part of the church leadership to shift from a negative to a positive

This is the third of a series of articles on "Recreation in the Rural Community" based on an address on that subject given at the National Recreation Congress held in Omaha last September. Professor A. F. Wileden, author of this series of articles, is extension rural sociologist at the University of Wisconsin.

recreational emphasis, and also to strengthen the position of the church through a recreational emphasis. Like the school teacher, the preacher (or very often his wife) was expected to provide this leadership. As a result, church parties were the order of the day, and some churches went so far as to build church halls and provide other recreational facilities.

However, since World War I this emphasis on recreation from the church and school has been changing, probably not because the leadership within these groups wanted it to change but rather because of certain forces beyond their control. On the other hand, teachers and preachers have become more professional in their tasks of teaching children in school and running churches. The automobile has made it no longer necessary for teachers to live in the local district, and it has also widened the contacts of people generally.

On the other hand, an almost entirely new era of special-interest groups has come into being—a type of group that, much like the church, has wanted to use certain phases of recreation to balance its program and strengthen its position with the constituency it would serve. I am referring to the increased expansion of farm organizations such as the Grange, the Farm Bureau, and the Farmers Union; of civic clubs such as the Lions Clubs, Kiwanis, and Rotary; of women's organizations such as women's clubs, mothers' clubs, homemakers' clubs, and parent-teacher associations (which should and often do include men in their membership); of youth organizations such as Boy

(Continued on page 94)



P. E. Miller.



J. O. Knapp.



P. O. Davis.

Based on Self-Help

FARM women can take a great deal of pride in their home demonstration work. They have been engaged in a highly successful adult education program for many years. It is agreed that they have been a potent factor in the improvement of country life.

Home demonstration work is a program based on finding solutions to home and community situations largely through self-help; that is, finding the answers themselves rather than asking someone else to solve our problems for us.—*P. E. Miller, Minnesota.*

Broadening the Scope

Home demonstration work is broadening its scope each year to help rural families more adequately meet the problems that a rapidly changing world brings to the home and community. Home demonstration agents today are giving help on foods, clothing, housing, and other subjects that have to do with the efficient management of the home. They also are assisting rural leaders as they work for better rural churches, improved recreational facilities for young people, more adequate health services for rural areas, and improved nutrition of all children through such community-wide projects as the serving of school lunches.

As the interests of rural women have broadened, home demonstration agents also have extended their program to give rural groups an opportunity to study and discuss the work of the United Nations Organization, foreign relief work, and other phases of international affairs. In this study of world problems, the discussion practically always ends with the common agreement that the future of the Nation and of the world depends in large part on the homemakers of today and the kind of training for citizenship they give day by day in the home.—*J. O. Knapp, West Virginia.*

Directors Have

Representing the 51 directors of the Extension Service in the United States and Puerto Rico, are these who take part in the Home Demonstration Week to speak on the subject of the home.

The Home—Our No. 1 Job

The greatest institution in our State, in our Nation, is the family home. In value and in service, it exceeds the church, the school, and other organized groups because all of these are based on the family home.

Whenever the family home fails in ideals and in living, churches, schools, and groups also fail. The same is true of our way of life and of our civilization itself.

Our No. 1 job, therefore, in Extension is to preserve and improve these homes. A vital service in relation to the home is home demonstration work.—*P. O. Davis, Alabama.*

A Career To Be Envied

All of us in the Extension Service and those whom you help with the skills of homemaking and the art of gracious living appreciate your good work. This week also is the time for special recognition of the great body of volunteer leaders.

Home demonstration work, started principally to help farm women simplify their household tasks, has expanded until today it embraces all phases of homemaking in a broader sense in both rural and urban areas. It seeks, for example, to stimulate gracious living through better housing, health, recreation, and art. Each year it brings new methods to the science of homemaking based on facts from the experiment stations. Our opportunity to be of greater service to homemakers by getting more food-marketing information to them is receiving impetus from the Research and Marketing Act.

With more home economics research as a lever and your philosophy of service as a guide, home demonstration work becomes a career to be envied.—*L. R. Simons, New York.*

ve the Floor

the 48 States, Alaska, Hawaii,
like the occasion of Home Dem-
subject.

A 50-50 Basis

Extension work is on a 50-50 basis; just like marriage. And just like the wife in any home, more often than not it's the home agent who provides the interest and enthusiasm to keep the county program moving daily toward extension goals. That goes for the State staff, too. Fine women always influence the men with whom they're associated. And extension women are the finest in the land. In the State of Washington, we believe in the family approach, and to a large extent it's our home demonstration staff who make that approach a reality rather than just a conviction.

Most of us, I think, appreciate the high professional standards and the top caliber of our home demonstration staffs. But that appreciation is all too seldom translated into recognition in the way of salaries. In our State, we're convinced our home demonstration staff is as good as any in the Nation, and we won't be satisfied until we can say the same about salaries. We hope all other directors are making the same resolution.

Extension has been lucky so far in the superior quality of women it has attracted. But we can't go on trusting to luck. We've got to provide something else besides soul-satisfying work. When we do, making replacements won't be the headache it is today.—*E. V. Ellington, Washington.*

Increasing the Numbers

Tomorrow's world will depend on the knowledge, attitude, and contribution made to today's homes in America and abroad. . . . Our plan, therefore, is that the homemakers of Colorado identify themselves with home demonstration clubs or groups to study the special needs of their own communities, of the Nation, and

of the world, and to initiate such practices as will result in bettering today's home for a better world tomorrow.—*F. A. Anderson, Colorado.*

A Job Still To Be Done

During a 35-year period, rural women have helped to develop their own organization, have developed leadership for the operation of that organization, and have developed initiative in the planning and execution of the program. In all of these we take pride. As we review the progress which has been made, we should face frankly the job which is yet to be done. There is still too much drudgery in and around rural homes. Rural electrification has come at an amazing pace. All too often, it is not being fully utilized. Too many rural homes are still being constructed without adequate planning for convenience; too many kitchens are arranged with too little convenience. Too many rural women must walk 50 to 75 miles a year doing the family laundry. Too many homes are still equipped with a sadiron for ironing. In too many homes this back-breaking drudgery is not necessary.

Let's look forward to reaching 100,000 farm homes in Louisiana with information that will enable them to make the improvements which 30,000 have experienced.—*H. C. Sanders, Louisiana.*

A Spoke in the Wheel

AMERICAN agriculture moves forward on "wheels of progress." Home demonstration work is a very important spoke in the wheel of extension educational work. As the load capacity of a wheel depends on the strength and firmness of its spokes, so the Extension Service depends on a strong home demonstration program.

It is important that Extension sustain and improve the opportunity for homemakers to build effective programs for translating better farming into better homes and improved living.—*H. G. Gould, Nebraska.*



L. R. Simons.



E. V. Ellington.



F. A. Anderson.



Getting Together With the CONSUMER

A brief survey of the 14 food-marketing programs
under Extension-RMA cooperation

E. A. JOHNSON

Extension Economist, U. S. D. A.

LET us make a quick tour of the country for a look at the food marketing programs which Extension is conducting in cooperation with the administration of the Research and Marketing Act of the United States Department of Agriculture. This educational work is often described as consumer education for the more effective utilization and greater consumption of agricultural products.

There are 14 such programs; 8 of them were started about a year ago, and 6 got under way in recent months. There is considerable interest in this phase of extension work, and it is very likely that about 8 new programs will be started during 1949. In addition to this expansion into other States, there will be considerable expansion in some of the present programs to reach consumers in other urban areas of these States.

What shall we look for in these food marketing programs? At present there seem to be four major fields of work in which educational programs can help in order that consumers may buy more wisely. They are:

1. Information concerning the availability of various products.
2. Knowledge of common quality differences in food products.
3. Skill in effective utilization and preparation of food products.
4. Knowledge of the effect of market organization and services on the price and quality of food products.

PUERTO RICO is the locale of the most southern food marketing program. The project leader and her four assistants are working in the four important urban marketing centers on the island. Leaflets, posters, ex-

hibits, news articles, radio, and short courses are the means by which Extension is reaching consumers with the story about food supplies, food cost, and food use. A movie on good food buying practices is proposed. More than 50 consumer cooperatives in Puerto Rico are assisting with the food program.

LOUISIANA Extension Service has the program in operation in New Orleans and in five nearby cities. The two home economists carrying this work are making timely information available to consumers via press, radio, and group meetings. They are cooperating with business organizations as well as consumer groups. Their field of operation is not limited to food, and therefore they give interesting facts about other consumer goods as well.

ALABAMA is starting a program in Birmingham. The marketing specialist and the home economist assigned to this urban area propose to distribute a market fact sheet for use by press and radio and which will give information about supplies and prices for use in discussions with homemakers. They plan demonstrations to improve buying practices.

GEORGIA is also just getting started with a program for Atlanta. High lights of the food situation will be presented in a market sheet to show the relation of the market to consumer needs and wants. Press and radio will be used to reach consumers insofar as this can be done. In cooperation with marketing specialists and nutritionists, food grades and food preparation will be emphasized.

SOUTH CAROLINA has a year's ex-

perience with a food marketing program for city, urban, and rural areas in three counties. Market supply, prices, points to look for in buying, nutritive value, and food preparation are the topics covered by the project leader in this educational program. Local stores and civic organizations, as well as the farmers' and women's markets are cooperating.

OKLAHOMA is the field for a State-wide program on food marketing. The project leader operates from the State office, supplying information and technical assistance to county home agents who are responsible for the development of local food marketing programs.

KENTUCKY has been conducting a food marketing program in Louisville for almost a year and now plans to reach out to serve a few other cities in the State. Merchants in Louisville have told the extension director they think the program helps them as well as consumers. Emphasis is placed on giving consumers market facts along with suggestions for preparation of tasty dishes and good nutrition. A 5-minute daily radio spot combined with feature articles and news items in the press have been the principal means of reaching consumers. A letter-to-consumers is available to those who wish more help with their food marketing problems. Exhibits and demonstrations are also used to emphasize better buying and to teach selection and use of farm products.

MARYLAND was one of the first States to develop an Extension-RMA project in consumer education for an urban area. In Baltimore, the posters and bulletins calling attention to mar-

ket supplies are an established custom now, and more than 200 retail stores are cooperating. The retail price information is a new venture. This is an attempt to help consumers by giving them a picture of prevailing prices in typical stores. Each week a radio and news item carries market facts to many people. Plans call for demonstrations, exhibits, and group meetings as time and help permit.

DELAWARE has done some work on broiler marketing which included considerable work with consumers.

CONNECTICUT operates a State-wide consumer education program. Radio and press releases are used much as in other States previously mentioned. In cooperation with nutrition specialists and county home agents, consumer groups are guided in food purchase and food use. Consumer preference is considered in relation to production and marketing practices for the purpose of achieving greater efficiency in marketing.

NEW YORK operates a State-wide program and also a program for the New York metropolitan area. A weekly letter, giving market and nutrition information, is sent to county home agents and others in a position to prepare local press and radio releases. Marketing specialists and home economists cooperate in preparing these letters and in conducting the Food Information Service. In several large cities, city home agents handle the food marketing program along with their regular extension program. In New York City, labor, industrial, school, and welfare organizations are finding the food market and nutrition information a valuable addition to their own program. Both food buying and food preparation are featured in demonstrations and group discussions. City, State, and Federal agencies in New York supply basic data and other information as it becomes available. This cooperation makes the educational program more effective and gives consumers a better food marketing service.

MICHIGAN is developing a comprehensive educational program for food producers, distributors, and consumers. Marketing specialists and county agents are cooperating in the work to give marketing information wider use and application. County

(Continued on page 94)

All You Want To Know

About AMERICA

TO HUNDREDS of German people Robert O. Bale, 4-H Club agent in Tompkins County, N. Y., is the unofficial information bureau on America.

Not that Mr. Bale sought such eminence. The "know-all, tell-all" title was thrust upon him.

It came about more than a year ago when Mr. Bale was asked to answer a letter from Germany begging for details of 4-H Club and young adult programs in this country. A conscientious man, anxious to do his part to spread the gospel of youth work, he wrote a lengthy account and ended his letter: "If there is anything else you want to know, I shall be glad to answer your questions."

Several months later, letters from Germany began to pour into his office at the Ithaca courthouse—as many as 20 in a week. To his dismay, three-fourths of them were written in German script! He hastily lined up three volunteer translators.

An early letter from a 19-year-old lad in Hamburg explained the avalanche. He wrote: "I have read your article in Hansa, the International Correspondence Club periodical. The Hansa notice stated: 'What do you want to know about America and the Americans? Write to Robert O. Bale. He answers your questions. You may talk the German language, and Mr. Bale answers in English direct from Ithaca, N. Y., U. S. A.'"

Then Mr. Bale knew he was in for it. He knuckled down to the job of reading page after page about the woes, hopes, and fears of German men and women, aged 17 to 90.

At first he tried to answer all the letters himself. He worked out a formula for the stock question: "Tell me about life in America." But it took time to meet such demands as: "Say me something about advertising in America;" "What are the private detective methods in America;" "Send me material on American radio;" "Please put me in touch with stamp collectors;" "I wish to know about your export trade in fruits and fish;"



Robert O. Bale.

and (from one youth in the Russian sector of Berlin), "the Russian newspapers say life in America is bad, hard, and almost intolerable. Can this be true?"

The letter that almost floored him, and made him decide to ask for help, came from a young woman who described herself as a "paintress." She wrote: "I have a few problems on my heart * * * Please tell me about American language, art, theater, movies, artistic dancing, singing, music, painting, sculpture, literature, history, sports, general cultural development, fashions, and practical advice in the field of home economics."

Only then he began farming the letters out to 4-H Club and Young Adult members and leaders throughout the State, high-school students, and anyone else who promised to treat them as a personal trust.

At latest count Mr. Bale has received more than 500 letters. They have come from students, homemakers, businessmen, stenographers, artists, a 90-year-old farmer who just wanted a "pen pal. * * *

Mr. Bale has enjoyed interpreting America to the Germans and having them interpret Germany to him. He feels that it is a grass-roots project in international relations.

"If anyone wants to help out, just let me know," says Mr. Bale.

From the Grass Roots Comes

West Virginia's Country Life Program

KENNETH BOORD

Assistant Extension Editor, West Virginia

A RURAL community development program that is truly "from the grass roots" has been launched by West Virginia. Initiated by their Extension Service, the program is being implemented by the Upper Monongahela Valley Association and the Little Kanawha Regional Council. Others interested in agriculture and a more satisfying country life have indicated a desire to lend assistance to this program as it expands.

The program in 1948—while in effect a pilot study—achieved remarkable success in working toward its objectives. Already, communities that took part in the program have become aware of their inherent strength and are realizing their responsibilities in being "self-starters."

This program is designed to assist rural communities that are seeking ways and means to build their local areas in order to make them better places in which to live. Establishing a parent-teachers association, improving church and school property, and sprucing up the farmstead are just a few of the projects tackled by the country-life program in 1948.

West Virginia's rural community development program covers such phases as agriculture, education, recreation, religion, home improvements, health, and general activities and interests that are common to people in rural communities.

There is no fixed type of sponsorship for the program in the individual community. Each community determines its own organization through which it will be administered. The assistance of all agencies in the area, or serving the area, is sought.

In most rural communities in the Mountain State, there are already many different organizations that are vitally interested in building and developing their areas. In launching this program, it was believed that one

of the best means of reaching a goal was through competition and having a uniform score card for all communities. It was also thought that a new organization, designed specifically to administer this program, might be duplicating the work

of an effective organization already set up. Hence, a church, a farm women's club, a parent-teacher association, a Grange or older rural youth group, or any other farm organization may be sponsor of a country-life program.

For the purpose of this program, a community should have at least 50 families. Each community may prescribe its own boundary.

A joint committee, composed of delegates from a power company (representing the Upper Monongahela Valley Association and the Little Kanawha Regional Council) and a few members of the State Extension staff, was set up to work out the details of the program.

An effort is being made to keep the program flexible enough to fit the needs of any particular community. The individual community sets up a committee for each of the divisions of the score card. In 1948 these committees were "well sprinkled" with youth representation.

Awards Made

After each community did its own tentative scoring, the area judges made spot checks and revised the scores to get them on a comparable



The older youth club of Talbott Community gave a new and shining look to all the mail boxes.

basis. These area judges then announced the placing of communities in each of the two areas in the competition—the Upper Ten and the Little Kanawha.

Prizes awarded in each of the two areas by a power company are to be used for community improvement on one of the community objectives as determined by the community. A total of \$1,000 in prizes was given to the two areas.

The Middle Fork community surveyed the agricultural needs and resources of the community through committees and various other means. A long-time agricultural plan was worked out. The annual plan of work was determined by selecting urgent needs listed in the long-time program. Goals were set up and methods decided upon for achieving these goals. Satisfying progress was made in soils management, livestock improvement, crop rotation, and repairing and remodeling of farm buildings.

The Talbott community worked along substantially the same lines but was a little more specific in that a "bench mark" score was established with reference to numerous agricultural problems. This made it easier to measure progress during the program year.

At Bunner's Ridge, the parent-teachers association, local sponsor, became interested in bringing back into use an abandoned school and concerned itself with the grounds and outside play equipment at the school. Equipment was bought, and after the playground was finished it was used by others in the community when not in use by the school boys and girls.

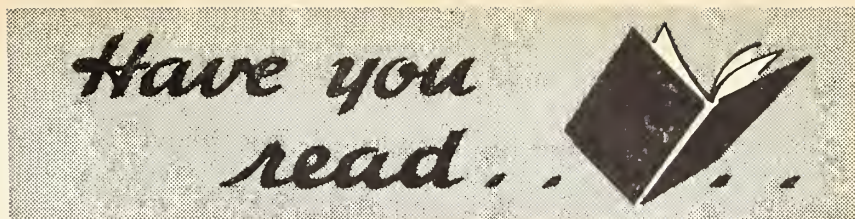
Through community work several churches have made extensive repairs and improvements on their churches as well as to help with playground areas. Outstanding progress was made in coordinating the religious life of the community through the efforts of church leaders.

Home Improvement and Health

Both at Helvetia-Pickens and Mineral Wells, exterior repairs and improvements to homes and outbuildings were extensive. Homes were painted, porches and roofs repaired, chicken houses and other farm buildings were repaired, and barn lots were graded and drained. Many water wells were drilled.

Middle Fork community's sponsoring group decided to promote a community medical clinic. When the delegation went to the county seat to get information and assistance, they found that Roane County did not have a health nurse. Being much perturbed, they called on both the board of education and the county court to remedy the situation. As a result, the county court and the board of education jointly employed a county health nurse within the next 30 days. After this was done, the clinic was held at Middle Fork, and thus the entire county is now receiving benefits from that community's health activities.

A few revisions are being made in the program for 1949, and it is expected that approximately 25 Mountain State counties will enter the program this year. Commenting on the 1948 program, members of the committee said that "as might be expected of rural leaders, they placed less emphasis on winning a cash prize than on the over-all good which can accrue to the community as a result of taking part in the country life program."



SELECTED RURAL FICTION IN 1948, compiled by Caroline Sherman, Bureau of Agricultural Economics, an editor, a librarian, and a lover of rural literature.

THE OLD BEAUTY AND OTHERS. Willa Cather. 116 pp. Alfred A. Knopf, New York.

- Only one of these stories is truly rural; it is a reflective recital of spontaneous affection and family and community living. All three stories exemplify the author's delicate and serene perception and perfected prose—they do not probe deeply as her earlier writing was wont to do.

THE GARNERED SHEAVES. Elizabeth Emerson. 264 pp. Longmans, Green, and Co., New York.

- A completely wholesome recounting, rich in humanity and kindly humor. A close-knit Quaker family grows up and marries in the Quaker area of Illinois near the turn of the century. One daughter finds she can rear a family and yet answer the call to preach which she has evaded for years because of her devotion to family ties.

BRIGHT LEAF. Foster Fitz-Simons. 631 pp. Rinehart and Co., New York.

- Chronicle centered in Carolina and built on the rocketlike rise of this phase of the tobacco industry. Perhaps not more intense than the theatrics and the fabulous successes and calamities that attended the forced-draft creation of that empire.

THE CLEFT ROCK. Alice Tsedale Hobart. 376 pp. Bobbs-Merrill Co., Indianapolis, Ind.

- Firm viewpoint, understanding of character in many nationalities, concern for the welfare of the many, respect for practical idealism and personal integrity, combined with realism and drive in the telling, distinguish this story of the questions of irrigation in a great valley.

THE GREAT YEAR. Dilys Bennett Laing. 285 pp. Duel, Sloan and Pearce, New York.

- This is Any Year and Any Farm Family, translated in terms of three generations in New England. Tumbled chronology confuses, but together with the implications, overtones, and significance in the quiet chapters, it suggests the span of the time of man.

RAINTREE COUNTY. Ross Lockridge. 1,066 pp. Houghton, Mifflin Co., New York.

- Symbolic of the development of a Nation, a State, and a county, this prolix and involved narrative is filled with applied mythology and figures of speech that have offended many. But it resolves itself into an American midwest saga. Read as a kind of allegory, the author's conception and the golden prose in which it is transcribed suggest an authentic touch of genius.

CRY, THE BELOVED COUNTRY. Alan Paton. 278 pp. Charles Scribner's Sons, New York.

- Rarely does writing reach through to the heart as does this tragic, compassionate, and inspired elegy of a torn people and an eroded life and land, with its dawning glimmer of hope for tomorrow. The story is of South Africa, but its vibrations clearly register in our own country.

REMEMBRANCE ROCK. Carl Sandburg. 1,067 pp. Harcourt, Brace and Co., New York.

- Here a poet and philosopher and biographer, of great attainments, attempts the fictional working out of the American Dream—an idea that has been the lodestar of many before him. The 300 years of our history are spanned, with emphasis on the periods of the country's greatest stress. A family line carries through, and other individual stories of several chapters each help to bind together the massive structure of the book.

1949 National 4-H Camp

BY Wednesday evening, June 15, 4-H delegates and their State leaders from all parts of the United States will be gathering in the Federal Auditorium on Constitution Avenue in Washington, D. C., for the formal opening of the Nineteenth National 4-H Club Camp. Each State, Alaska, Hawaii, and Puerto Rico may send two 4-H boys, two 4-H girls, and three 4-H State club leaders to the camp. Each State extension director is responsible for the selection of the leaders and the 4-H delegates representing his State. The 4-H members in attendance this year will represent nearly 2 million fellow 4-H members. Selection as a representative at the National 4-H Camp is the highest delegate recognition that can be given a 4-H Club member.

Objectives of the camp center in the development of worthy citizenship and constructive rural leadership. Special emphasis will be placed in the camp program on activities which will help the delegates to understand better how our National Government functions and the important part each citizen can and should take in its

progress. Delegates will concentrate on the program theme, "Knowing Our Government," and its relation to the 4-H theme for 1949, "Better Living for a Better World." There will be daily discussion sessions, addresses by well-known speakers, and visits to places of interest in the development of our Government and the National Capital.

Standards suggested to the extension directors as a basis in selecting the club delegates include the point that each be at least 16 years old and not more than 21, that each should have been an active 4-H Club member at least 3 years, that each be in good physical condition; and, other things being equal, that recognition be given the club member who has shown outstanding ability in leadership and community service in relation to his 4-H Club work. Expenses of delegates and leaders are the responsibility of the States.

State 4-H Club leaders attending the camp will have their own program during the camp for the discussion of problems relating to 4-H work and plans for its improvement.

Television and the Home Economist

(Continued from page 77)

has customs, habits, skills, and practices worthy of imitation, a series of true-to-life programs could be developed featuring these exemplary ideas.

2. Assuming that people have a thirst for knowledge and that all the data of science, everything necessary to literary and historical scholarship, can be "served" in a way to suit the understanding of the average family, video programs may be developed accordingly.

With entertainment the chief aim, people may, through video dramatics or the light touch of the team demonstration, come to know and appreciate the arts and sciences, acquire poise, better family relationships, mental health, skills, participation in community activities, and ways of making the best use of community facilities. And the benefits to mankind, although not obviously indicated, would be none the less real.

The home demonstration agent with creative ideas and ability and willing to be an alert apprentice in video can become indispensable in the world's greatest medium of mass communication.

Build a Program Around FAO Achievements

(Continued from page 82)

control in Greece, forest management in Latin America, fisheries development in the Indo-Pacific.

FAO has a free packet of materials useful in planning a program on the Organization's achievements. Included in the packet are a catalog of FAO publications and a list of films on FAO.

Our address in Washington is 1201 Connecticut Avenue NW.

Readers who plan to build a program round FAO are reminded that the **EXTENSION SERVICE REVIEW** carried a comprehensive background article on FAO in the February-March 1948 issue. The author, Duncan Wall, then Assistant to the Director, Office of Foreign Agricultural Relations, joined FAO as Director of Information last July.



A visit to Mount Vernon is always one of the highlights of the National 4-H Club Camp.

Science Flashes



What's in the offing on scientific research, as seen by Marion Julia Drown,
Agricultural Research Administration

Radioactive Chemicals Open New Research Fields

EXTENSIVE new programs of research in soil and plant science are planned by the United States Department of Agriculture in cooperation with the Atomic Energy Commission. The studies will be centered at the Plant Industry Station at Beltsville, Md., where the new facilities for handling radioactive materials are to be constructed.

Preliminary results of a study begun in March 1948 to determine the effects of radioactivity on plant growth have already been made public. Field experiments were conducted by the Bureau of Plant Industry, Soils, and Agricultural Engineering in cooperation with agricultural experiment stations in 14 States with 18 crops. In none of these experiments did the application of radioactive material to the soil have any stimulating effect on plant growth. The investigation will be continued for another year, but it seems unlikely that the results from the 1948 crop season will be reversed. The uniformly negative results indicate that farmers cannot expect increased yields from the use of fertilizers containing radioactive substances.

As a research tool, however, radioactive isotopes promise to be a valuable aid to the plant scientist. The studies to be made at Beltsville are expected to increase our knowledge of the functions of mineral nutrients in plants. Such precise information should make it possible to plow, cultivate, and fertilize for highest yields on different soil types.

A building containing a greenhouse and so-called "hot" laboratories, where the radioactive isotopes will be handled, will be constructed on the area provided by the Bureau at the

Plant Industry Station. There will also be improved facilities for the manufacture of radioactive fertilizers and soil amendments, which the Bureau has been making on a limited scale and furnishing to research agencies for about a year.

Other purposes of the studies are: To learn facts about the effects of radioactive substances on soils that will aid in the safe disposal of liquid radioactive wastes at installations of the Atomic Energy Commission; to develop procedures for safe and effective use of radioactive isotopes in research; and to train a group of scientists in the use of isotopes.

Don't Underestimate the Power of a Grasshopper

CALAMITOUS grasshopper outbreaks from 1873 to 1876 were influential in causing Congress to establish the United States Entomological Commission in March 1877. The Dust Bowl has been blamed in part on grasshoppers, which destroyed crops over extensive areas, leaving the soil to blow. More than a hundred million dollars worth of crops have been destroyed by these insects in a single season. The grasshopper is among the chief insect enemies of agriculture in the United States.

Entomologists are predicting widespread grasshopper outbreaks in 1949. All signs, including cooperative surveys by the States and the Department, point to serious plagues of the insects over extensive areas from Michigan to Texas and California. The numbers of grasshoppers have been increasing for the last 3 years. Prophecy being in rather bad repute just now, there may be hope, which the prophets share, that the hopper influx will fail to come up to expectations, but weapons are being prepared

for a major battle against the grasshopper hordes.

Fortunately, new weapons are available in the form of recently discovered insecticides that give quicker, more thorough, and longer lasting control of grasshoppers than the time-honored bran-sawdust-sodium fluosilicate bait. Chlordane and toxaphene have proved particularly effective when applied as sprays or dusts on succulent growth along roadsides, banks, and field margins, or to crops such as alfalfa, cotton, or corn. Sprays are more effective than dusts in most cases. Baits are more economical and just as effective as sprays in sparse range grass, grain stubble, dry vegetation, or fall-seeded grain.

Complete instructions for use of chlordane and toxaphene for grasshopper control can be obtained from the Bureau of Entomology and Plant Quarantine. Precautions are of course always necessary when using poisonous materials. Community action against grasshoppers makes any method of control most effective.

Plant Secret Discovered

A RESEARCH team of the United States Department of Agriculture and California Institute of Technology scientists, using radioactive carbon, have identified a substance in rubber-producing shrubs whose structure has heretofore been elusive. This knowledge may lead to the discovery of the plant's secret process of rubber formation. Synthetic rubber has so far never equaled natural rubber for many purposes. Radioactivity as a research tool may show chemists the way to improve man-made rubber so it will be the equal of nature's product.

About People . . .



● **MRS. ROSALIND A. REDFEARN**, one of the Nation's best-known and most-beloved home demonstration agents, closed her career in Anson County, N. C., on January 1. In appreciation of her work over a span of 35 years, more than 400 citizens attended exercises held in her honor. Among those present were Jane S. McKimmon, retired State home agent; John W. Goodman, assistant director; Frank Jeter, extension editor; L. B. Altman and Mrs. Esther G. Willis, district agents; and J. W. Cameron, county agent in Anson since 1911.

Mrs. Redfearn joined Extension in 1913 during the horse-and-buggy days, and her white horse was a familiar sight in all parts of Anson County. Her salary the first year amounted to \$75, most of which was donated by public-spirited citizens.

Mrs. Redfearn has twice been honored by Epsilon Sigma Phi for "meritorious service" and "outstanding service." The National Association of Home Demonstration Agents awarded her a certificate for outstanding service; the North Carolina Farm Bureau has cited her for "distinguished service to agriculture," and in 1946, the Progressive Farmer named her "The Woman of the Year in Service to North Carolina Agriculture."

● **JAMIE G. WELLS, JR.**, one of Michigan's Upper Peninsula agricultural leaders, died suddenly of a heart attack on December 6. Mr. Wells was supervisor of the cooperative extension program in Upper Peninsula and superintendent of the Chatham Experiment Station. A native of Missouri, he joined the Michigan staff in 1923 as dairy specialist and served subsequently as Ingham County agent and assistant State county agent leader. He became superintendent of the Chatham Station and supervisor of the extension activities in the Upper Peninsula in 1933. Expressing a keen personal loss at the passing of

Mr. Wells, with whom he worked for a quarter of a century, Director C. V. Ballard wrote in the Michigan Extension News: "Jim was dependable. What's more, he was always willing. These qualities coupled with ability and frank honesty provided the up-rights and cross-members of Jim's sturdy personality."

Reuben Brigham Memorial

WHEN Reuben Brigham, assistant director, passed away early in December 1946, his many friends in Agriculture contributed toward the erection of a suitable memorial to be placed in the rose garden and bird sanctuary at "Glyndon," the home place where he is buried. Mrs. Brigham and the family decided that a sundial would fit in very nicely with the plans for developing a lasting memorial. This was erected in July 1948 and is of gray granite with a bronze plaque, the inscription reading "From Friends in Agriculture."



● On February 2, friends, associates, and admirers gathered at a banquet to pay homage to E. H. LOVELAND who retired on July 1 from the Vermont Extension staff. He has served as extension dairyman for the past 22 years and as a member of the extension staff for 35.

Dean J. L. Hills, in a letter read at the banquet by Marjorie Luce, State home demonstration leader, recalled "Ned" Loveland's early days in Extension and praised the quality of his work and the contributions he has made over the years.

In a tribute to the service rendered by Mr. Loveland, Dean J. E. Carrigan (now on leave in Ireland) said: "Ned Loveland has devoted his life to improving dairy farming in Vermont . . . He and I entered the Extension Service together in 1913 and have worked closely and cordially ever since. Thus, his separation . . . will be a personal loss as well as an official one."

Throughout his career, Mr. Loveland's chief aim has been to better the dairy industry of the State and Nation. He believes that this job can be done through dairy herd-improvement associations. When he became dairyman in 1928 there were 17 associations in the State; today there are 38.

● Boys and girls from the State of Washington and the Territory of Alaska will join in the 1949 Washington State 4-H Club fair at Yakima.

The invitation to Alaska to take part in the Washington 4-H fair was made by Charles T. Meenach, State 4-H Club agent. The acceptance was made officially for Alaska by Director Lorin T. Oldroyd of the Alaska Extension Service and followed a conference between Director Oldroyd and Mr. Meenach while both were attending the National 4-H Club Congress in Chicago recently. Director Oldroyd of Alaska was formerly extension agent in Pierce County, Wash.

As Rural Women See It

(Continued from page 79)

place to rest after the day is done but a happy, pleasant place in which to live richly, abundantly, and graciously.—*Mrs. J. B. Williams, Tennessee.*

New Ideas

Uncle Sam realizes that his farm group is an important part of his big family, and he has some of his best men and women working to get new ideas in the science of farming and homemaking to pass along to us through his extension agents.—*Mrs. J. Edgar Hankinson, South Carolina.*

No Discrimination

Home demonstration club work is by far the most inclusive organization of today; neither race nor creed, nor social status, nor financial condition is a barrier to membership.—*Mrs. Beulah V. Apperson, North Carolina.*

Beyond the Walls

Our interests have broadened far beyond the four walls of our homes. From the goal of better homes to better communities to a better world has been a logical step. Through home demonstration work we are taking that step.—*Mrs. Reedy Turner, Arkansas.*

A Higher Plane

I have no measuring stick by which I could measure and yet do justice to the home demonstration program. It has brought about some things in our community that no other agency had yet accomplished. It has lifted men and women to a higher plane of living. "A little child shall lead them." It has been proved. Through the interest and enthusiasm of the rural boys and girls they have unconsciously led the parents to have a greater desire for better stock, better crops, and a better standard of living.—*Pennsylvania.*

Every Task Easier

Most every task in the home during the whole year's work has in some way been made easier or been better done because of Extension. Kitchen planning, living-room studies, all the regular projects have each helped me in some definite way. Our home demon-

stration agent always has some helpful suggestions.—*Ohio.*

Friendships

Who can say definitely how much it can mean to meet women who are interested in homes and family life? I count among some of my dearest friends those women who for 1 week lived together in the "Homemaker's Camp." The spiritual uplift—the renewed determinations to do our job as a "woman" more efficiently, more gloriously, to get from the rural life something more than an existence—these are some of the intangible values of Extension Service.—*Massachusetts.*

The Yeast

When women have met in a community to study together for nearly 20 years, community fellowship and knowledge gained in that club are like the yeast in the loaf of bread; they have grown and grown.—*North Dakota.*

A New Dignity

It has given a knowledge of handling common duties, a dignity which robs

them of the old notions of drudgery. Knowing how to do things well brings satisfactions which are the ultimate goals of successful living. The farm home is the nearest approach to a castle in America. It is the cradle of independent action, independent solutions, independent thinking. It is the least hampered by bosses. A person in charge of such a combination of independent action, independent privileges, and duties should be taught to approach them with dignity, common sense, and intelligence. The home demonstration program has done much to help women to respect their work and do it well. Such a contribution to the army of farm women is no mean legacy.—*Nebraska.*

Well Marked

Belgreen Home Demonstration Club in Franklin County, Ala., has launched a new project. They call it "Name Your Landmarks." When the women are through each road will have a name and be marked with signs spaced along its limit. Each church and school will have its name in black and white mounted over the door. Throughout the community, small signs will indicate distances from certain roads and other communities.

Today's Home Builds Tomorrow's World

The theme of Home Demonstration Week was portrayed graphically in window displays and tea-table decorations from the Atlantic to the Pacific. This tea table decorated by the women of Watonwan County, Minn., is typical.



Trends in Rural Recreation

(Continued from page 83)

and Girl Scouts, 4-H Clubs, F. F. A. and F. H. A., and older youth clubs of various kinds; and many of the cooperatives.

This desire on the part of these many organizations and the church and school to provide at least part of a recreational program to a part of the community has given rise to a number of major organizational problems. Particularly is this the case when we realize that, like the church, the major interest of these organizations is almost always in some other field, with only a secondary interest in recreation. One of these problems is the need for these various groups, each with somewhat different points of view, to get together on some sort of area basis and plan for the total needs of the total area.

It is this situation and this need that has led to the development in many areas of informal programs of community cooperation and also to the development of community councils. Frequently in practice these councils have become virtually recreation councils, and some are recognized by that name. There are today increasing illustrations of successful cooperation such as this to the mutual benefit of all concerned, not only in the recreation field but also in

health services and many other fields.

Another recognized problem coming out of this trend toward organizations is the need for "trained recreation leaders." Many, but not all, of our recreation activities are of a group nature and necessitate group leaders with certain knowledge and skills. Very seldom have preachers, or teachers, or organization leaders obtained much training along recreational lines. Very few professional recreation leaders are available, even if rural communities wanted to employ them. The immediate solution, therefore, is to try to provide some of the needed vision and understanding and skill to large numbers of volunteer leaders. It is this task that the Agricultural Extension Service in a number of States has been and now is carrying on. It is this task in an expanded way that a number of States are now carrying on through the Recreation Leaders Laboratory movement.

In Wisconsin, for example, the Recreation Leaders Laboratory Association, in cooperation with the Agricultural Extension Service, each year through its State, regional, and county workshops provides recreation training to hundreds of leaders and prospective leaders. This includes training in community music, dramatics, handicrafts, nature study, painting, folk games, and other social recrea-

tion, also recreation organization and planning. This laboratory association is a cooperative effort between churches, schools, rural and village organizations, cooperatives, welfare agencies, and the Extension Service. This movement for the training of volunteer recreation leaders is growing because it is meeting a need that is keenly recognized by many people at the present time. It is a way in which the Extension Service can best serve rural people recreationally.

Getting Together With the Consumer

(Continued from page 87)

Home agents are assisting in the presentation of both marketing and nutrition information to consumers. Home economists are cooperating in the preparation of use and cooking suggestions. Both press and radio are being used, but group meetings are emphasized as a means of presenting supply, condition, quality, and movement data. Exhibits, displays, and charts have been developed. Public eating places are included in this program.

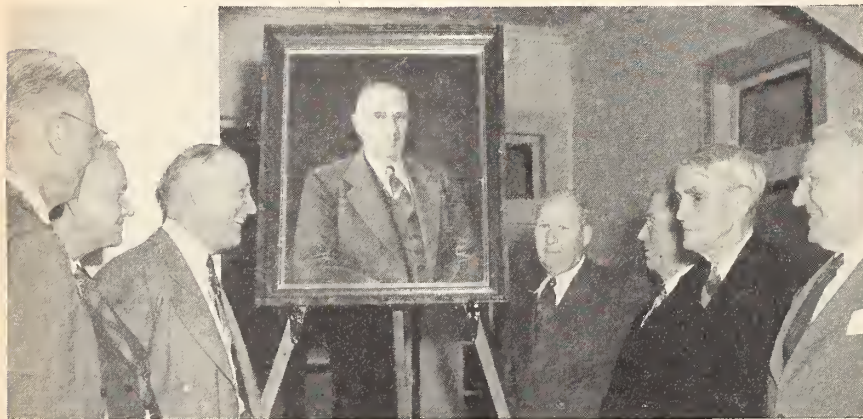
WISCONSIN has a program to acquaint Milwaukee consumers with new ways to use dry milk and thus expand the market for dairy products.

UTAH is developing a State-wide program to help consumers locate and use abundant foods in season. Tours to production and distribution centers will be used in addition to the usual press, radio, and discussion methods.

WASHINGTON is developing a program at Seattle to help consumers in that city buy food more wisely. It is anticipated that home agents in nearby counties will be able to adapt the Seattle information to local circumstances and in this way to serve a larger area. Labor and trade organizations will cooperate in this program of consumer education.

That, in brief, is the food marketing story early in 1949.

IN FAR AWAY SAIPAN, a girls 4-H Club of 29 members has recently been organized by Genevieve Feagin, Hawaiian home agent at large, who spent a month on the Island of Saipan. The little girls have already made 4-H aprons and head bands and are eager to learn to cook the American way.



A portrait of H. J. C. Umberger, Director of Kansas Extension Service, now retired, was presented to the Kansas State College at the Epsilon Sigma Phi dinner during the annual extension conference in December. (Left to right) R. I. Throckmorton, dean of agriculture; H. A. Praeger, president; H. J. C. Umberger; George E. Gemmel, Kansas Extension Service, who made the presentation; Ralph Snyder, former president, Wichita Bank for Cooperatives; Senator Arthur Capper; and J. C. Mohler, secretary, Kansas State Board of Agriculture.

We Study Our



4-H Fellow Studies County-Wide 4-H Club Events

VARIETY is the spice of 4-H activities. Well-planned county-wide events that bring boys and girls from different 4-H Clubs together add considerably to the spice.

A study made by Dorothy Arvidson, 1948 National 4-H Fellow, brings out some interesting information on what goes into successful county-wide 4-H events. From her survey of 1-day events held in all parts of the country, Miss Arvidson concludes that county-wide 4-H events are more successful when you (1) plan carefully in advance, (2) carry out according to plans, and (3) follow up the event.

Miss Arvidson selected for intensive study 33 county-wide 4-H events held in 1947-48 in Hawaii, Puerto Rico, and 15 States. The States were Colorado, Indiana, Georgia, Kansas, Maryland, Massachusetts, Minnesota, Mississippi, Montana, New Jersey, New Mexico, Oklahoma, Oregon, South Dakota, and Virginia. State 4-H Club leaders in these 15 States, Hawaii, and Puerto Rico, together with Federal 4-H Club field agents, cooperated in setting up criteria for judging successful 1-day county-wide events for 4-H boys and girls.

As a guide for county extension agents in organizing county-wide 4-H events, Miss Arvidson has summarized the findings of this study as follows:

When you plan your event—

1. Ask members and leaders to assist in the planning.
2. Decide on a purpose that is in line with the goals of 4-H Club work.
3. Base it on a 4-H problem, situation, or need.
4. Outline all duties and assign responsibilities.
5. Add a new feature or surprise if the event is one that you had last year.
6. Include some recreation in an educational event; make sure the recreational events are also educational.
7. Use several different types of ad-

vance publicity, such as circular letters, radio, personal contacts, newspaper stories, and reminder cards.

When you carry out your event—

1. Follow the plans and the time schedule as closely as possible.
2. Be sure members and leaders help carry out the event.
3. Provide means for members to make presentations before the entire group if possible.
4. Provide a way for all attending to participate in some way.
5. Invite parents and others in the community to attend or help sponsor the event.
6. Remain in the background, guiding those in charge of the various phases.

When you follow up your event—

1. Ask members and leaders to (a) decide whether or not the purpose has been reached, (b) list good points, (c) list things to avoid, and (d) list new ideas.
2. File these recommendations for future events.
3. Prepare follow-up publicity.
4. Check on the influence that the planning and carrying out of the event has had in your county:

(a) Are local clubs holding special activities for members?

(b) Are members planning the activities, and are they assisted by the leaders?

(c) Are the activities carried out and followed through by members with the leader as a guide?

(d) Do members, leaders, and parents show increased interest in 4-H Club work?

Further information on this 4-H Club study is given in Dorothy Arvidson's thesis, presented to the school of education of the George Washington University, entitled "Case Studies of Successful County-Wide 1-Day Events for 4-H Club Members." The Indiana Extension Service has published a report of this 4-H study by Miss Arvidson, who is a member of its State 4-H Club staff.

Readable Report Communicates

JEWELL GARLAND, associate leader, Mississippi Field Studies and Training, has reported the study of Winston County extension work in a very readable bulletin. As interesting as the report itself are the wide uses made of the findings. The Winston County Journal ran a 2-column story on the front page. The report was discussed at meetings of the 20 home demonstration clubs and home demonstration council. It is being used in adult education at the college, as well as in training extension agents.

The Winston County study is the second in a series of Mississippi studies piloted by Miss Garland. As in Pontotoc County, where the first study was made (reported in April-May 1948 REVIEW):

A higher percentage of the "middle-group" farmers in Winston County is reached than either the highest or lowest educational groups.

The study based on interviews with 204 white farm and nonfarm families reveals that more than one-half of the people have a fairly correct conception of the Cooperative Extension Service. About 95 percent of the farm owners and 51 percent of the tenants interviewed said they knew the county agent; about 77 percent of the wives of farm owners and 40 percent of the renters' wives knew the home demonstration agent.

Seventy-five percent of the people subscribed to the county newspaper. Forty-two percent of the homemakers and 48 percent of the farmers who had access to the paper read the home agent's and agricultural agent's columns regularly. Many who did not take an active part in extension activities said they received helpful information from the agent's columns.

What can you do to encourage 4-H Club girls and others to train in home economics for work in Extension? Do they know that the career of a home demonstration agent gives them the chance to exercise initiative, originality, and leadership? How about the joy they will get by working with young people and the satisfaction of helping home-makers?



A Live-Wire Career for Girls